

**BY ORDER OF THE COMMANDER  
AIR FORCE ROTC (AETC)**



**AFROTC INSTRUCTION 36-2005**

**12 DECEMBER 2005**

***Personnel***

**AFROTC RECRUITING PROGRAM**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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This instruction implements AFPD 36-20, *Accession of Air Force Military Personnel*. It provides guidance on the Air Force Reserve Officer Training Corps (AFROTC) recruiting program; it prescribes policy, defines responsibilities, and provides procedural guidance, as well as special advice on the many facets of recruiting. Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 37-123, *Management of Records*, and disposed of in accordance with the Air Force Record Management Information System's (AFRIMS) Records Disposition Schedule (RDS) (available at: <https://afrims.amc.af.mil/>). This instruction applies to all AFROTC, Regional Directors of Recruiting (RDA), and Unit Admissions Officers (UAO).

***SUMMARY OF REVISIONS***

**Substantial changes have been made throughout this document and it should be thoroughly reviewed.** This revision: refines the AFROTC recruiting mission (1); establishes Target Recruiting as a section within Regional Recruiting Branch (DOR) (4.1, 9) requires DOR to conduct initial recruiting training at Aerospace Instructor Course (4.3.9); establishes Chief of Recruiting Operations (CRO) and Director of Recruiting Operations (DRO) as duty titles within DOR and delineates their responsibilities (5); establishes national direct mail campaign (5.2.3); establishes use of the AFROTC Recruiting Scholarship Management System (RSMS) (5.2.4, 26); requires AFROTC participation at Air Force Recruiting Service (AFRS) annual group meetings (6.1.4); establishes requirement for an RDA continuity book (6.1.11); establishes guidelines for Government Purchase Card (GPC) folders (6.1.13); establishes Defense Travel System (DTS) travel and expands on Unit Admissions Officer (UAO) procedures for conducting Temporary Duty (TDY) on behalf of the RDA (8.5.1); transfers responsibility for coordinating scholarship presentations to UAOs (8.10); expands on target market recruiting (9); expands on funds distribution, obligation and execution (11); redefines requirements for the detachment recruiting plan (10, Attachment 6, Attachment 7); mandates recruiting funds be obligated NLT

15 Jul and executed NLT 15 Sep (11.1); increases single item limit for promotional items to \$25 (21.1.4); eliminates use of obsolete AFRS IMT 1396, **COI Guest List – Prospective Applicant** and AFRS IMT 1397, **COI Guest List – Influencer** (29.3); increase individual cost for educators and professionals (29.6.1); clarifies civilian to military ratio (29.7); changes time limit to request funding through Extranet (29.9.2); eliminates Top RDA Recruiter and UAO categories from the AFROTC awards program (30.1); establishes DTS (36); replaces blanket travel orders with DTS (38); moves the explanation of terms (Attachment 1); updates Statement of Understanding for Scholarship Presentation and identifies document as AFROTC IMT 15, **Statement of Understanding for AFROTC Scholarship Presentation** (Attachment 3); modifies RDA Scholarship Presentation Checklist and identifies document as AFROTC IMT 18, **AFROTC Scholarship Presentation Checklist**, (Attachment 4); updates Sample Unit Recruiting Plan and identifies document as AFROTC IMT 19, **RDA Review of Unit Recruiting Plan** (Attachment 6); adds AFROTC IMT 11, **Travel Request** (Attachment 8); and adds a monthly activity report template (Attachment 9). A star (★) indicates revised information from the previous version.

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### *Section A - General Information*

★ **1. Mission.** The Air Force Reserve Officer Training Corps (AFROTC) mission is “To produce leaders for the Air Force and build better citizens for America.” The AFROTC recruiting mission is “To meet Air Staff production goals by using critical path methods to identify, contact, and recruit only highly qualified applicants in order to produce the highest quality officers for the Air Force”.

### **2. Recruiting Process.**

2.1. Officer Production Requirements. HQ USAF/DPL determines annual officer accession requirements for all commissioning sources. Air Force Officer Accession and Training Schools (AFOATS) receives quota via Line Officer Accession Plan (LOAP). AFOATS/CC determines split between AFROTC and Officer Training School (OTS) based on cost, capability, and capacity. Non-Rated Line Officer Accessions Conference (NRLOAC) takes source of commission (AFROTC, United States Air Force Academy (USAFA), OTS) and overall goals and negotiates specific academic degree requirements among all three. These requirements are coordinated with the Air Staff to validate. Other objectives are established for medical, nursing, and judge advocate commissionees. The AFROTC recruiting objectives are established as unit recruiting goals for use in planning recruiting activities. AFROTC will provide these goals to units by 1 Aug each year.

2.2. Critical Path Recruiting. Detachments (Det) and Regional Directors of Admissions (RDA) apply critical path recruiting to all recruiting efforts. This simply means conducting recruiting events that focus on eligible and qualified leads; “Interest the qualified, not qualify the interested”.

2.3. Primary Recruiting Market and Priorities. Dets and RDAs recruit in-college, high school, and enlisted members based upon stated Air Force requirements. Recruitment priorities differ between Dets and RDAs. Det personnel will primarily focus on the in-college market, while the RDAs will concentrate on the high school and enlisted markets. These priorities are not exclusive of each other. All recruiting personnel bare responsibility to support efforts across all three markets.

2.4. State and ZIP Code Area of Responsibility (AOR). The ZIP Code AORs are assigned by AFROTC/DOR and primarily impact detachment level responsibilities. ZIP codes are used to designate the College Scholarship Program (CSP) interview and presentation responsibility. ZIP Codes are used as guides only; they are not intended to restrict detachment recruitment activities. RDA AORs are aligned by states and region.

### *Section B - Recruiting Responsibilities*

**3. AFROTC Personnel.** All AFROTC personnel are essential to effective recruiting efforts and must be familiar with the requirements of the various AFROTC recruiting programs.

**4. AFROTC/Recruiting Branch (DOR).** Develops and directs implementation of AFROTC recruiting plans and budgets. Provides staff guidance and assistance on recruiting matters to detachments. Directs the national marketing and advertising plan, regional recruiting efforts, and

the development of recruiting methods. Coordinates recruiting efforts globally, based on current recruiting guidance from Air Force leadership. Utilizes Admissions Liaisons Officers (ALO), Unit Admissions Officer (UAO), and Recruiting Service assets. Administers budget for travel, operations and maintenance (O&M), vehicle control, and recruiting activities nationwide.

★4.1. Target Recruiting Section (DORT). Develops recruiting strategies through market research and guidance from Air Force leadership. Coordinates with Air Force agencies to determine target market for a given year, including target based on ethnicity, skills, education, or other needs of the Air Force. Serves as liaison with contractors, the regional recruiting force, and advertising, in order to determine recruiting methods and market.

4.2. Advertising Section (DORA). Responsible for the marketing and advertising needs of AFROTC. Provides budget and manpower to direct the AFROTC.com website for AFROTC. Maintains Extranet for recruiting force promotional items and information. Works with contractors to develop recruiting media.

4.3. Regional Recruiting Section (DORO). Responsible for recruiting operations through the administration and control of Directors of Recruiting (DRO) and RDAs, as well as the UAOs at all detachments. Develops recruiting methods and techniques and establishes recruiting teams. Executes budget for travel, O&M, vehicle control, and recruiting operations nationwide. Directs RDAs and recruiting teams to necessary recruiting events, including college fairs. Responsible for the oversight and functionality of the AFROTC National Call Center.

4.3.1. Authorizes, allocates, and oversees all recruiting operational expenditures.

4.3.2. Meets with the USAFA, Air Force Recruiting Service (AFRS), and other AFROTC personnel to evaluate the team recruiting effectiveness and to formulate program changes.

4.3.3. Evaluates recruiting goals and objectives to ensure they will support Air Force officer production requirements.

4.3.4. Collects and analyzes the entrance and exit surveys provided by the AFROTC Registrar Division (RR).

4.3.5. Distributes and monitors travel funds.

4.3.6. Approves state and ZIP code AORs.

4.3.7. Develops the AFROTC National Recruiting Strategy.

4.3.8. Conducts an annual training workshop for newly assigned RDAs.

★4.3.9. Conducts initial recruiting training as part of the AFROTC Aerospace Instructor Course (AIC) for new detachment commanders and instructors.

4.3.10. Develops personnel schedule to ensure equal distribution of AFROTC National Call Center responsibility.

★5. **Chief of Recruiting Operations (CRO).** Is responsible for the DROs and RDAs. Assigns the specific geographical and senior unit areas of responsibility by state. The RDA coordinates recruiting activities within that assigned AOR.

5.1. The RDA's role is that of a regional area-recruiting manager and is strategically located to primarily manage critical path recruiting efforts for AFROTC officer production. CRO will have administrative oversight of RDAs within their AOR.

5.1.1. Monitors execution of recruiting budget by supported RDAs.

5.1.2. Administers Center of Influence/College Fair (COI/CF) requests and approval process.

5.1.3. Provides planning and execution support for annual recruiting conference.

5.1.4. Instructs or provides training for newly assigned RDAs and assists with training at AFROTC Aerospace Instructor Course (AIC).

5.1.5. Provides functional area expertise for region Staff Assistance Visit (SAV) teams and AFROTC Standardization and Evaluation Branch (DOV) as needed.

5.2. Director of Recruiting Operations (DRO). Provides administrative oversight of the geographically separated RDAs operations and support the recruiting efforts of the RDAs.

5.2.1. Assumes responsibility for executing the AFROTC National Call Center function.

5.2.2. Provides CSP process oversight.

5.2.2.1. Makes initial contact with CSP applicants.

5.2.2.2. Tracks CSP applicant eligibility and coordinates to get them qualified.

5.2.2.3. Provides hometown news release. AFROTC IMT 15, **Statement of Understanding for AFROTC Scholarship Presentation**, is completed by the scholarship recipient and recipient's high school counselor to coordinate approval for the presentation at the school's awards ceremony. Provides AFROTC IMT 18, **AFROTC Scholarship Presentation Checklist**, which is used as instructions or guidelines to organize an AFROTC scholarship presentation for scholarship recipients. All items will be forwarded to the UAO for inclusion in the CSP Scholarship Awards Packet.

5.2.2.4. Produces the CSP presentation roster using the AFROTC IMT 15s that students return to the UAOs. Roster will be posted under the recruiting section of the AFOATS restricted site.

★5.2.3. Manages the AFROTC national direct mail campaign.

★5.2.4. Serves as the focal point for execution of the AFROTC Recruiting Scholarship Management System (RSMS). This system provides a standardized lead generation and management system for AFROTC.

5.2.5. Provides support to geographically separated RDAs as needed.

5.2.6. Administers the AFROTC national college fair program. This program provides for AFROTC participation at national-level college fairs and conventions.

5.2.6.1. Publishes and provides an annual college fair schedule to AFROTC recruiters.

5.2.7. Maintains AFROTC recruiting websites, to include AFROTC.com, Extranet, and recruiting page on AFOATS restricted site.

★6. **Regional Director of Admissions (RDA).** Serves as a recruiting team member on one of four AFROTC regional recruiting teams. Responsible for direct recruiting activities with prospective AFROTC cadets. Establishes and conducts recruiting operations at necessary college fairs and other required recruiting events. Maintains on-going relations with host universities at geographically separated locations. RDAs at eight field locations serve as a regional recruiting team members with additional duties as required due to location and geographical separation of position.

6.1. Geographically Separated RDAs.

6.1.1. Liaisons with the detachments, ALOs, Air Force Base Agencies, and Air Force recruiters to support national AFROTC objectives and needs.

6.1.2. Recruits students within their geographic area, regardless of where the student chooses to attend AFROTC. Acts as the field recruiting point of contact for ALOs and local Air Force recruiters to support regional recruiting efforts and provides oversight of team member actions in their respective AOR.

6.1.3. Provides initial and/or refresher training to the ALOs, UAOs, and AFRS personnel. This training will be conducted and documented annually and will cover the AFROTC scholarship and non-scholarship enrollment opportunities, the application process, and the applicant interview process.

6.1.3.1. The RDA maintains a training file of assigned UAOs to include name, unit, date of initial assignment, and record of training sessions conducted.

6.1.3.2 For each training session, record the date and a brief synopsis of training conducted.

★6.1.4. Ensures AFROTC participation in annual (at a minimum) ALO meetings and AFRS annual group meetings.



6.1.5. Ensures AFROTC participation at national and regional college fairs and conventions.

6.1.6. Creates general awareness of Air Force opportunities throughout the assigned AOR, through avenues such as newspaper, radio, and locally developed recruiting material.

6.1.7. Provides recruiting material to ALOs and AFRS personnel to distribute to high school guidance counselors and college admissions personnel.

6.1.8. Conducts annual review of detachment recruiting plans as outlined in paragraph 17.

6.1.9. Provides Monthly Activity Reports (MAR) to HQ AFROTC/DOR NLT the fifth day of the succeeding month. At a minimum the report will include recruiting events conducted by the detachments and RDA (see attachment 10 for format). RDAs will forward a courtesy copy of the MAR to the detachment UAO and Det/CC. The Region Commander (Region/CC) may be provided a copy of this report as appropriate.

6.1.10. Reviews detachment brochures and locally developed recruiting materials for accuracy.

★6.1.11. Maintains an RDA continuity book. At a minimum the book should include the following:

6.1.11.1. Copies or references to all applicable governing instructions. At a minimum maintains copies of CSP Detachment Guidebook, AFI 36-2013, AFI 36-2249, AFROTCI 36-2005, AFROTCI 36-2011, AFROTCI 36-2017, AFROTCI 36-2019, National Recruiting Strategy, and ALO Handbook.

6.1.11.2. POC listing for LODs, ALO Supply Officers, Base Education Offices, UAOs, AFRS CCs, and other organizations as appropriate.

6.1.11.3. Information concerning successful recruiting events i.e., POC info, best time of year, cost, etc...

6.1.11.4. Copies or references to applicable briefings, ARMS messages, checklists, detachment recruiting plans and reviews, and any other official guidance.

6.1.12. Performs additional duty as an ALO.

6.1.12.1. Completes required training as prescribed by USAFA and outlined in the ALO Handbook.

6.1.12.2. Secures ALO ID number and access to the ALO website from USAFA.

6.1.12.3. Completes ALO monthly report via the ALO website.

★6.1.13. Manages regional recruiting funds distributed from AFROTC/DOR.

6.1.13.1. As a GPC cardholder, abides by instructions for using the GPC as outlined in the AFI 64-117, *Air Force Government-Wide Purchase Card (GPC) Program*. As a GPC cardholder, completes annual Customer Automation and Reporting Environment (CARE) training, maintains a GPC purchase/surveillance folder, reconciles CARE account and sends copies of receipts to billing official NLT three days past the end of the billing period.

6.1.13.1.1. The GPC purchase folder will be organized by specific tabs.

6.1.13.1.2. The Billing Official will provide a tab template from contracting consisting of: Tab A- Table of Contents, Tab B- Delegation of Authority Letter and Training Certificates, Tab C- AF IMT 4009, **Government Purchase Card Fund Cite Authorization**, (Copy or memo referencing “kept in Billing Official’s folder”), Tab D- Sales Receipts (current month), Tab E- Monthly Card Holder Statement with corresponding Sales Receipts and Card Holder Detail Report (from GPC CARE system), Tab F- Miscellaneous Documents (surveillance results, E-mails, disputes record, etc.).

6.1.13.2. Maintains a Temporary Duty (TDY) expense log via the Extranet for forecasted and completed travel expenses. Sends completed travel voucher summaries to AFROTC/DOR (this includes any travel by anyone else on behalf of the RDA).

6.1.13.3. Maintains a budget tracking system for COI/CF, O&M, TDY and Advertising accounts.

6.1.13.3.1. At the end of the year, the COI/CF and O&M final budget logs along with the CARE account receipts will be provided to the billing official NLT 15 workdays after the end of the 13th billing cycle.

6.1.13.3.2. Provides projected spend-plans (based on prior year funds) for the upcoming year NLT than 30 workdays after closeout (30 Sep).

6.1.14. Maintains a relationship with AFJROTC units by establishing contact or visiting the units when possible to enhance recruiting.

6.2. Manages their assigned GSA vehicle within guidelines of IAW AFOATSI 24-101, *AFROTC Transportation Procedures*.

**7. Detachments.** A high priority is placed on detachment recruiting efforts. The detachments recruit to fill their recruiting objectives. Detachment personnel must meet with AFRS personnel and ALOs to exchange information and to become familiar with various Air Force officer accession programs. Each detachment commander appoints a UAO to manage and coordinate unit-recruiting activities. While this individual has specific recruiting duties, every cadre member must participate in recruiting and retention activities to ensure success of recruiting campaign.

**8. Unit Admissions Officer (UAO).** The officer at an AFROTC detachment assigned specific responsibility for administering on-campus, cross-town, and local area recruiting activities.

8.1. Works closely with the RDAs, ALOs, and AFRS personnel to achieve recruiting objectives.

8.2. Provides recruiting training to unit personnel and cadet recruiting team members. UAOs will ensure recruiting training is documented for all personnel.

8.3. Maintains a relationship with AFJROTC units by establishing contact or visiting the units in their AOR when possible to enhance recruiting.

8.4. Supports AFROTC priority requirements, such as technical majors and minority applicants.

8.5. Conducts official travel for recruiting utilizing the detachment GSA or university vehicle (where available) as the primary means of transportation. When conducting recruiting events, the first means of travel UAOs must use is the detachment GSA vehicle, not a POV for out-and-back recruiting efforts.

★8.5.1. Adheres to the following procedures for TDYs and travel conducted on behalf of the RDA:

8.5.1.1. Complete the AFROTC IMT 11, **Travel Request**, (sample copy at attachment 8) and fax or E-mail the completed request to the RDA NLT 15 days in advance of the TDY or travel. The AFROTC IMT 11 is used to request travel approval and advance funding authorization for travel. It is available on the AFOATS restricted website within the detachment support page under publishing.

8.5.1.2. If RDA concurs with the travel request, the RDA will provide a coordinating signature on the IMT and forward the request to AFROTC/DOR for authorization and final approval. The RDA will return the approval disposition to the requester. A filed copy of all approvals must be maintained. Defense Travel System (DTS) must be used for all order processing. The member bears total responsibility for individual access to DTS at home station. Member must ensure the DTS order(s) is routed through the AFROTC/DOR routing flow for approval.

8.5.1.3. Upon travel completion, the requestor is required to submit their Travel Voucher through DTS. All travel expenses will be charged against the RDAs budget. Requestor must still send the voucher settlement statement to the RDA for account reconciliation. The requestor will be unable to travel under any other authorization until all actions are complete from the previous travel.

8.6. Develops an effective annual detachment recruiting plan to address the specific market area to meet local and national recruiting needs. Submits annual recruiting plan to regional RDA no later than 30 Apr.

8.7. Develops and implements a real-time lead management system (preferably Excel based) to provide qualified leads with the maximum opportunity to enroll in AFROTC. Ensures the system allows for adequate follow up of leads from all sources.

8.8. Designs targeted recruiting material (brochures, mail back cards, letters with mailers, etc.) to support local recruiting requirements.

8.9. Ensures information on AFROTC is included in host and cross-town catalogs.

★8.10. Coordinates CSP scholarship presentations in their AOR utilizing all members of the Joint Recruiting Team.

8.10.1. Obtains scholarship presentees from the presentation roster that will be posted on the AFOATS restricted website under the detachment support page within publishing.

8.10.2. Prints AFROTC IMT 302, **Certificate of Recognition**, (Scholarship Overprint) and identifies a presenter for each presentee. The AFROTC IMT 302 is used to recognize scholarship winners, outstanding contributions to AFROTC and other forms of service provided to AFROTC. Scholarship presenters should be selected in this priority order: JROTC faculty (if applicable), PAS/APAS, ALO, RDA, AFRS Officer or Recruiter.

8.10.3. Provides the presenter's name to the school and verifies all ceremony details.

8.10.4. Provides ceremony details, scholarship details, AFROTC IMT 302 and sample presentation speech to the presenter.

### ***Section C - Target Recruiting***

★9. **General Information.** Target recruiting is the responsibility of all AFROTC recruiting personnel and is the AFROTC concept for addressing critical officer production requirements. These requirements could include ethnic, gender, and academic concerns. Targeted advertising and critical path recruiting techniques help reach AFROTC prospects, as well as meeting important minority students, educators, community leaders, and parents.

9.1. Aggressively targets recruiting activities employing "critical path" methods for African American, Hispanic, and Native American minority groups. The goal is for minority representation within AFROTC to mirror the percentage of minorities in a similar cross-section of America. The eligible market includes both host and cross-town institutions and feeder high schools.

9.2. Assertively pursues majors designated as critical by USAF/DPL to meet officer production goals.

9.3. Creates awareness of AFROTC programs and scholarship opportunities within the minority community and those organizations focused on technical specialties. Contacts minority fraternal, service, and professional organizations to generate awareness of Air Force

programs. Many professional organizations have long-standing relationships with these target groups. AFROTC/DOR will identify and establish relationships with these organizations to further recruiting efforts.

9.4. Secures target lead list and creates marketing media representative of the objective market. This will be done through systematic applicant source analysis and employment of the latest marketing methods as deemed appropriate by the Target Recruiting Section.

9.5 Approves all target marketing media generated for the purpose of AFROTC recruiting; whether created by AFROTC entities or external agencies.

### *Section D – Detachment Recruiting Plan*

★**10. Detachment Recruiting Plan.** The most effective means of directing a recruiting program is to develop a well-thought-out, flexible unit recruiting plan that employs "critical path" methods. Each detachment develops an annual recruiting plan covering the period 01 Aug to 31 Jul. Detachments will E-mail the entire plan to their supporting RDA and deliver a hardcopy of the signed Record of Review page by 30 Apr. The RDA reviews the plan for accuracy, effectiveness, use of resources and then provides appropriate feedback; provides a copy of the review to AFROTC/DOR before 15 Jun; and forwards a copy of the review to the respective detachment and to the deputy region commander. If changes are required, the unit will make the necessary changes and the detachment commander will review/sign the recruiting plan and forward a final copy to the RDA by 1 Aug. Detachments will adjust the plan throughout the year to reflect the actual recruiting environment and unit needs. The plan is a "living" document, meaning handwritten or electronic updates are made throughout the cycle.

10.1. Recruiting plans supplement initial recruiting training and provide monthly to-do lists, lessons learned, contact information, and references. They identify the detachment's best sources for cadets and the best methods for recruiting them. Attachment 6, Detachment Recruiting Plan Template, illustrates the mandatory format. AFROTC IMT 19, **RDA Review of Unit Recruiting Plan**, is used to review recruiting plans and serves as a checklist to outline minimum requirements for RDAs to use when reviewing recruiting plans (sample at Attachment 7). Both attachments are located on the HQ AFOATS restricted website under the detachment support page within publishing. As a minimum, the plan will include these items in the following order:

10.1.1. Record of Review Page.

10.1.2. Table of Contents.

10.1.3. General Summary. Describe the recruiting environment and any significant recruiting challenges.

10.1.4. Unit Objectives. State the detachment's recruiting objectives for the upcoming academic year and a three-year projection. Include areas of emphasis in accordance with target areas (such as Tier 1, nursing, minorities) and the detachment's unique market.

10.1.5. Target Market. Address the target market available to meet local recruiting objectives. Discuss host university/college, cross-towns, Air Force bases, and feeder high schools. Describe recruiting successes, lessons learned, and the history of providing quality cadets from each source. Give continuity information for repeating successful activities e.g., POC info, best time of year, cost, etc...

10.1.6. Time-Phased List of Events. Direct mail or E-mail activities, public events and programs, joint service events, advertising campaigns, student orientations, COIs/College Fairs, and other significant events.

10.1.7. Points of Contact (as the first attachment). Include names and numbers for key POCs. The following entries, at a minimum, are required: RDA, LOD, Base Education Offices, and Host/Cross-town Admissions Office, Financial Aid Office, and Orientation Coordinator.

10.1.8. Detailed Market Analysis. This is the broad source of demographic analysis (commercially or locally developed) used to refine the unit's target market. Data may include metrics that identify unique niches at particular colleges, feeder school potential, and target market influencers.

10.2. Plan must reflect the use of "critical path" recruiting principles outlined in the AFROTC National Recruiting Strategy.

### ***Section E - Recruiting Funds Management***

★11. **General Information.** This section covers areas where RDAs and detachments may obligate funds for recruiting purposes: Center of Influence/College Fair (COI/CF), Operational and Maintenance (O&M), and Advertising and Promotion (A&P) items. These funds are provided annually by AFROTC/DOR specifically for recruiting purposes. A budget distribution message from AFROTC/DOR will be provided to the field at the beginning of each fiscal year.

★11.1. Each funding source must be obligated annually NLT 15 Jul and executed NLT 15 Sep. Any detachment or RDA funds not obligated by the 15 Jul suspense will be recovered by AFROTC/DOR for use in support of national recruiting and marketing initiatives. Likewise, any funds not executed by 15 Sep will also be redistributed. Funds are not considered executed until they have been officially charged to the GPC. Likewise, Funds are not considered fully obligated until they have been added to the GPC holder's CARE log.

11.2. COI/CF funds are NOT considered obligated until they have been officially approved via the Extranet request procedure. Detachment spend plan submissions to regional resource advisors must include proof of Extranet approval for COI/CFs and must be added to the cardholder's CARE log before they are considered officially obligated. A&P funds are not officially obligated until they have been approved via the Extranet. Likewise, funds are not considered executed until they have been officially charged to the GPC.

11.3. Funds approved in Extranet and not charged on the GPC must be annotated on the GPC cardholder's CARE log before 15 Jul to be considered for official obligation.

**12. Government Purchase Card (GPC) Procedures.** This method allows RDAs and detachments to interact personally with vendors to ensure maximum support. O&M funds will be executed through the GPC, however all advertising funds will be executed by AFROTC/DOR.

12.1. AFROTC/DOR will issue guidance and ensure completion of initial/refresher GPC training for RDAs. Detachment personnel will receive overview training during their initial visit to Maxwell AFB as well as training from their respective region.

12.1.1. Single purchase limit may not exceed \$2,500.

12.1.2. Detachments and RDAs must comply with all GPC guidance and procedures established by AFROTC/DOR and generated by the base contracting squadron GPC program section and AFI 64-117, *Air Force Government-Wide Purchase Card (GPC) Program*. Contact AFROTC/DOR personnel if in doubt.

### **13. Advertising and Promotion (A&P) Purchases Through AFROTC/DOR**

13.1. The RDA or UAO will contact the vendor and arrange for services. Ensure the vendor does not perform work until authorized by AFROTC/DOR. Most states will exempt federal government from paying taxes on purchases. Ask your vendor to exempt your purchase. If your state does not exempt federal purchases from taxes, you must include it as a separate line item in the request.

13.2. The RDA or UAO is responsible for ensuring the product will meet the needs of the Air Force. Get a proof of the product before AFROTC/DOR purchases the product in quantity. Ensure telephone numbers and website addresses are correct. RDAs and UAOs are responsible for proofing all promotional items prior to ordering in quantity.

13.3. AFROTC/DOR will approve all purchases via Extranet, contact the vendor directly to arrange payment and have the item(s) shipped to the location given to the vendor by the requestor.

13.4. Personnel should ensure A&P funds have been exhausted prior to utilizing O&M funds for advertising purchases.

### **14. Operation and Maintenance (O&M) funds.**

14.1. O&M funds are used primarily to support administrative functions pertaining to recruiting operations. These funds may also be used to secure recruiting-specific equipment (e.g. ADPE). Promotional items may be purchased utilizing O&M only after having exhausted A&P funds.

14.2. Detachment and RDA O&M funds are executed utilizing their respective GPCs. Cardholder procedures must be adhered to by recruiting personnel.

**15. Center of Influence/College Fair (COI/CF) funds.**

15.1. COI/CF funds are used to enhance recruiting operations by hosting events designed to promote AFROTC opportunities to prospective cadets and influencers. These funds are also available to secure attendance at college/career fairs.

15.2. Detachment and RDA COI/CF funds are executed using their respective GPCs.

15.3. COI/CF funds will not be used to support retention activities.

***Section F - Advertising And Promotion (A&P)***

**16. General Information.** A&P is conducted at all levels to generate publicity, improve community relations, and to publicize special events. Even though A&P does not directly recruit anyone, it presents AFROTC opportunities to the general public without them being personally contacted by a recruiter. AFROTC/DOR, with AFRS, provides services to support AFROTC advertising requirements nationally. Unit personnel produce news releases and maintain liaison with local newspaper, radio, and television representatives.

**17. Locally Developed Ads.** The UAOs and RDAs may develop ads tailored to a special market. Send any locally developed print or audiovisual ads or alterations to national ad themes and logos to AFROTC/DOR for approval. Follow these guidelines to create local or regional ads:

17.1. Be sure to state the AFROTC program criteria, benefits, and training requirements (accurately and honestly). For example, the Air Force grants 30 days vacation with pay, not 30 days paid vacation.

17.2. Do not guarantee a specific job, training, or a commission--speak of a great job opportunity. The AFROTC contract clearly states the final decision on assignment category and classification is based on the needs of the Air Force.

17.3. Do not criticize or detract from the professionalism, quality, or opportunities available through other ROTC programs, or other commissioning sources.

17.4. Blind ads are not permitted. The copy must identify AFROTC as the advertiser.

17.5. Suggestive or off-color phrasing or slang is not professional and must not be used.

17.6. Photographs, graphics, and artwork must project the best possible image of the Air Force. Follow the Air Force and AFROTC standards of dress and appearance.

17.7. Do not make any reference to sex, race, or national origin unless required by program criteria or if the ad is targeted for a specific group.

17.8. Advertising media templates can be found on the AFOATS restricted website on the Recruiting webpage.



**18. Radio & TV.** Radio and TV are very valuable when trying to reach a targeted market and to generate an overall message impact. Products are furnished by AFRS upon request to radio and TV stations.

18.1. Public Service Announcement (PSA) Radio Spots. PSA radio spots can be ordered through AFRS (call commercial (210) 565-0522, DSN 665-0522, Fax (210) 565-1069, attn: PSA). The RDA or UAO can contact the radio station to request PSA airtime.

18.2. TV PSA Spots. TV PSA spots cannot be purchased by local AFROTC units. Each quarter, current generic AFPSA products are produced by AFRS and sent directly to TV stations throughout the country. The TV PSA spots are 60, 30, 15, and 10 seconds in length and cover a wide variety of subjects.

18.3. Advertising materials can be found on the AFOATS restricted website on the Recruiting webpage.

**19. Web Pages.**

19.1. Detachments must coordinate their web pages through AFROTC/DOR and AU/PAS for approval.

19.2. Detachment web pages will have a link to the AFROTC web page at [www.afrotc.com](http://www.afrotc.com).

19.3. Scholarship information is not permitted on detachment web pages, unless it covers specific college/university subsidies.

19.4. Detachment Work Group Managers will be responsible for website maintenance.

**20. Newspapers.** Well-placed, timely newspaper releases reach many qualified people not contacted in other ways and reinforce the AFROTC message for others. Both targeted and general articles are effective. Subjects can include scholarship offers, cadet awards, corps activities, and service projects. Reference AFOATSI 35-101, *AFOATS Public Affairs Program*.

**21. Promotional Items.** Promotional items can provide a constant, tangible reminder of AFROTC. Promotional items are provided for the recruiting market and influencers. Each fiscal year, AFROTC/DOR provides each RDA and each detachment with such items as desk calendars, pens, pencils, key chains, book covers, etc. All are distinctively marked with the Air Force or AFROTC logo. These items are available through the Recruiting Extranet. The unit commander may personally approve limited distribution of promotional items to AFROTC staff members and cadets as long as their use clearly meets the intent of advertising and promotions.

21.1. A&P and O& M funds cannot be used to purchase the following:

21.1.1. Awards of any kind.

21.1.2. Uniform items of any kind for cadets or cadre.

21.1.3. Computer equipment.

★21.1.4. Any single item over \$25 without DOR approval.

21.2. Any promotional items purchased must be clearly marked with the AFROTC logo and contact information. Detachments are encouraged to include their local telephone number as a point of contact.

### ***Section G - Recruiting Materials***

**22. General Information.** Annually, AFROTC/DOR meets with the AFRS to review AFROTC national recruiting materials. AFROTC/DOR procures supplemental national and local recruiting materials. These products include AFROTC brochures, letters, mail back cards, posters, and other promotional items. New or revised locally produced RDA or detachment print media must be reviewed and approved by AFROTC/DOR. All requests must be sent via fax or E-mail (preferred method) prior to printing.

22.1. Recruiting Material Orders (brochures). Only UAOs and RDAs may order recruiting materials. The RDAs and UAOs are responsible for supplying AFRS personnel and ALOs with AFROTC literature and promotional items. Make item requests to AFROTC/DOR via the Extranet. Only make one order per cycle, spending as much of your budgeted amount as possible - split orders are not permitted.

22.2. RDA and UAO Print Media. The UAO and detachment commander review all detachment developed recruiting material for accuracy of content. Use the following guidelines to develop or revise your material:

22.2.1. Keep the lead sentence or topic attachment short and to the point.

22.2.2. Have the opening paragraph state a benefit to the reader.

22.2.3. Arrange the topics in logical order and make them short and to the point.

22.2.4. Be sure the text is written in active voice, in a conversational tone, and to the student, instead of about the student.

22.2.5. Review and edit text for correct sentence structure, punctuation, etc.

22.2.6. Spell out "Air Force" in AFROTC.

22.2.7. Refrain from using staff members' names and pictures.

22.2.8. Direct attention to the mail back card or AFROTC.com.

22.2.9. Make the call to action clear and concise.

22.2.10. Disclaimer. Include the statement: "Current as of (month) 20XX, information subject to change."

**23. Business Reply Mail (BRM).** If your university will let you use their BRM permit, furnish their permit number, ZIP code bars, complete address (including 9-digit ZIP code), and a copy of the authorization to use their BRM permit; otherwise, "place stamp here" will be used.

**24. Printing Sources.**

24.1. All printing must be procured through the Document Automation & Production Service (DAPS) unless a waiver is granted. DAPS is the only agency that can approve a waiver. If a waiver is granted, printing may be obtained locally using the Government-wide Purchase Card.

24.1.1. All projects must first be approved by AFROTC/DOR before printing. Send printed copy with changes, text copy, or a rough layout via E-mail.

24.1.2. Some detachments use university funds to produce detachment brochures. The artwork or text must still be approved by AFROTC/DOR.

24.2. AFROTC IMT 302, **AFROTC Certificate of Recognition (Scholarship Overprint)**. AFROTC IMT 302 is available via the AFOATS restricted website under the detachment support page within publishing.

***Section H - Lead Generation And Management***

**25. General Information.** Lead generation encompasses all actions taken by team recruiters to generate enough qualified leads to meet program objectives. Lead management is the process of refining leads with the objective of recruiting qualified candidates. RDAs and UAOs must use a Lead Management System (preferably Excel-based) to ensure an adequate follow up of leads from all sources.

25.1. Air Force Opportunity Center (AFOC). The AFOC is a contracted national lead clearinghouse. People may contact AFOC by mail back card, letter, or toll-free telephone call (1-(800)-423-USAF). AFOC responds with a general information letter. AFOC sends a national lead list (NLL) to AFROTC/DOR which provides information on people who have expressed an interest in AFROTC. AFROTC/DOR will ensure each interested person is contacted. General information has already been sent to the prospect by the AFOC. Leads will be forwarded to detachments via the AFROTC call center.

★ **26. Lead Management System.** Recruiting Scholarship Management System (RSMS) will provide a standardized AFROTC Lead Management System when fielded. This system shall be used to record refinement actions, dates of contact, literature sent, etc. Retain leads until prospects are not eligible or not interested in any Air Force program. All members of the Air Force must refer qualified prospects to the appropriate Air Force recruiting agency to support the total team recruiting effort. Personnel are authorized to utilize a locally developed system (preferably Excel-based) until RSMS is fully operational.

**27. College Entrance Exam Board Lists and AFROTC Scholarship Rosters.**

27.1. Information on students meeting minimum American College Test (ACT) or Scholastic Aptitude Test (SAT) standards are provided to a contractor. The contractor then provides students information on AFROTC and contact information for HQ AFROTC call center. This is a highly refined lead source since we know their test scores and declared college interests. These leads should be given priority in all lead management systems. Call center agents will ensure these students are provided scholarship information upon request.

27.2. AFROTC/RR will post applicant rosters (RDA roster) on the AFOATS restricted website within their webpage (there is also a link to the roster on the Operations/Recruiting page) to assist in recruiting efforts. Detachments should work these rosters nationally and locally, recruiting only students who have identified their host location or designated cross-town as one of their choices. Detachments are prohibited from blindly recruiting on a national basis. University admissions offices can be given the names of those students consenting to the release of their personal information to university personnel.

**28. Direct Mail Outs.** Direct mail can be an efficient method to reach a target market provided the target has been sufficiently refined. Ensure information mailed to the target group is appropriate. A mail out program should include a letter (not on official letterhead), a reply card, and possibly AFROTC literature. The AFROTC mail-out market includes admitted freshmen, transfer students, and on-campus college students. Do not include promotional items in these mail outs.

28.1. The accuracy and refinement of the mail list can make or break the campaign. The UAOs and RDAs obtain refined lead lists from university admission offices to target a specific market group. Without refining, more responses are received, but the lead quality is minimal.

28.2. Follow-up response is essential to a good mail campaign. Set up procedures for personal contact with highly qualified respondents.

***Section I - Center of Influence (COI) Program***

**29. COI Program.** A COI is a planned event where meals or snacks appropriate for the occasion are served to provide a setting for Air Force personnel to make a recruiting presentation. All COI events are recruiting opportunities. Whether the recruiter is meeting with prospective applicants or community influencers, the recruiter is trying to accomplish a specific recruiting goal. The goal may be to generate an application/accession or to “sell” the idea of public service support to a media outlet. COIs are not necessarily successful if they merely generate leads or have a low cost-per-lead ratio. The true value of a prospective applicant COI is demonstrated by how many people enroll in AFROTC, which may not be immediately evident.

29.1. The objective of the COI program is to develop more qualified leads and to inform civilian influencers, prospective applicants, and targeted groups about AFROTC opportunities. The COI program is not a protocol fund to reward people for past support.

29.2. COI funds are exclusively for consumable items (i.e. food and beverages excluding alcoholic beverages), gratuity expenses and college fairs. Complimentary alcoholic beverages cannot be, or appear to be, offered. COI funds cannot be used to pay for things such as plates, napkins, cups, plastic ware, charcoal, skate rental, greens fees, etc.

29.2.1. There are only two categories of COI attendees:

29.2.1.1. Lead - person eligible for the Air Force program being presented who was not generated from another lead source.

29.2.1.2. Guest - person not eligible for the Air Force program being presented or currently enrolled in AFROTC. These are most often persons with direct access to qualified students, e.g., counselors, instructors, and school officials.

★29.3. An organized guest sign-in procedure must be followed at COI events. When soliciting information subject to the Privacy Act of 1974, the following statement must be read, given, or shown to persons signing in:

“We will be happy to provide you more information about Air Force opportunities as authorized by Title 10 U. S. C. 503 and governing directives for AFRS. The information solicited will be used to determine eligibility and to allow follow-up contact. The routine use of this information will be for Air Force recruiting purposes only. Providing the information is voluntary; however, failure to provide sufficient information may prevent action on your inquiry.”

29.4. The RDA or UAO that sponsors the event must document follow-up actions concerning leads who attended a COI. The RDA or UAO must also maintain the sign-in roster of each event for the duration of the academic year of the event.

29.5. Negotiate COI events only with vendors agreeing not to charge for no-shows. If a vendor will not agree to this, and the UAO or RDA still believes this is the best offer, contact AFROTC/DOR for a waiver.

29.6. Events may not exceed \$500 in total cost or the following cost for each individual:

★29.6.1. Educators and professionals: \$25 each.

29.6.2. Prospective applicants and students: \$8 each.

★29.7. Do not have more than one military member or AFROTC cadet for every three civilian guests. In general, more value for the COI dollar is gained without spouses. If the spouse of an influencer is included, count them as a civilian guest. When a military member's spouse attends, count them as a military representative subject to the one-to-three ratio.

29.8. Limit military personnel to those with a role in the COI event, i.e., detachment cadre, RDAs, AFRS, reserve or guard personnel, and military guest.

29.9. Determine specific recruiting objectives for the event and whom to invite to achieve those objectives.

29.9.1. Plan all activities at least 30 days before the event to allow enough time to overcome problems and to provide a professional event. Select a time that does not conflict with social events, sports activities, etc. Adhere to the end of year funds obligation and execution deadlines (deadlines outlined in Section E).

★29.9.2. Request funding for the event through the Extranet at least 15 days before the event. All requests for a waiver must be submitted to AFROTC/DOR before submitting the request in Extranet. The UAO or RDA must annotate the AFROTC/DOR approver on the Extranet submittal. Approval or disapproval of the event will be distributed via the Extranet.

29.9.3. Once an approval has been secured, the requestor will make payment for food, drinks, gratuity or college fair via the detachment or RDA GPC. If the vendor does not accept the GPC, make every effort to secure another vendor. If no other vendor is available, contact AFROTC/DOR for alternative payment options.

29.9.4. Complete the after-action portion of the COI request via the Extranet no later than five days after the COI event. Any deviations from the original request must be annotated in the after-action portion.

29.10. Government Travel Card (GTC). AFROTC has been granted authority to allow AFROTC recruiting personnel (detachments/RDAs) permission to use their GTC to pay for COIs and college fairs. **However, this should be used only as a last resort.** AFROTC/DOR must be contacted in advance for approval and specific instructions.

### *Section J - Awards*

#### **30. Semester/Annual Awards.**

★30.1. Award Categories:

30.1.1. RDA of the Semester and Year

30.1.2. Enlisted Recruiter of the Semester and Year

30.1.3. ALO of the Semester and Year

**31. Award Periods.** Semesters are 1 Jul through 31 Dec and 1 Jan through 30 Jun. The annual award period is 1 Jul through 30 Jun.

**32. Nomination Requirements.** All nominees must have served in one of the duty positions during the nomination period and must meet quality force standards. Each nominee's performance should be above and beyond that regularly associated with their normal duties. The overall criteria will not be based upon the quantity but rather the quality of participation.

### 33. Nomination Procedures.

33.1. RDAs may submit one ALO and Enlisted Accessions (EA) Recruiter nominee per semester to DOR. DOR will select the final award winner per semester. Previous semester award winners will automatically meet the annual board, along with any new submissions.

33.2. Document each RDA, ALO, and EA Recruiter of the Semester and Year on an AF IMT 1206, **Nomination for Award**, in bullet format. Use the front side only for both semester and annual awards. Limit both semester and annual nominations to 25 lines.

33.2.1. The five specific accomplishment categories to be included on the AF IMT 1206 are: Leadership and Job Performance in Primary Duties, Leadership Qualities (Social, Cultural and Religious Activities), Significant Self-Improvement, Special Projects/Achievements, and Articulate and Positive Representation of the Air Force.

33.2.2. Leadership and Job Performance in Primary Duties (20 points). The member's leadership and job performance in primary duties, including development of new techniques, must contribute significantly to increased mission effectiveness during the award period.

33.2.3. Leadership Qualities (Social and Cultural Activities) (5 points). The member must contribute tangibly or intangibly to the military or civilian community's welfare, morale, or status during the award period.

33.2.4. Significant Self-Improvement (5 points). The member must show this improvement through off-duty education, achievements in professional or cultural associations, development of creative abilities, and so on during the award period.

33.2.5. Special Projects and Achievements (5 points). The member must have created, promoted, and/or assisted in special projects or achievements in the recruiting arena that resulted in improvements during the award period.

33.2.6. Articulate and Positive Representative of the Air Force (5 points). The member must have demonstrated ability as an articulate and positive Air Force officer during the award period.

### 34. Selection Processes.

34.1. The boards will consist of AFROTC/DO personnel and the Recruiting Branch Chief (or designee) will serve as board president. The president does not vote, except in cases of a tie.

34.2. Evaluation: Board members will use a score sheet to rate the nomination packages.

34.3. The board president summarizes the results by adding up each nominee's scores, ranking them in order with highest score being first, and approving a winner. If there is a tie, the president selects the award winner. The board president then transfers all data to the Awards Program Manager.

### 35. Awards Responsibilities.

35.1. The Awards Program Manager will:

35.1.1. Select dates and convene semester award boards during the second full week of Jun and the second full week of Jan. Select dates and convene the annual award boards the second week of Jul.

35.1.2. Prepare board folders, score sheets, and schedule of events.

35.2. The Recruiting Branch Chief will: Announce the semester and annual award winners.

### *Section K - Travel and TDY Management*

★**36. General Information.** Travel by AFROTC personnel supports recruiting efforts within a prescribed region. Funds are available to support travel directly associated with AFROTC recruiting. All travel is processed through DTS by establishing an authorization prior to departure and submitting a voucher within 5 days of travel completion.

**37. General Service Administration (GSA) Vehicle.** RDA-assigned GSA vehicles are for official use only to conduct recruiting activities within their AOR. Reporting of vehicle mileage is required to GSA IAW AFOATSI 24–101, *AFROTC Transportation Procedures*. Contact the Vehicle Control Officer (VCO) or Vehicle Control Non-Commissioned Officer (VCNCO) with specific questions.

★**38. Blanket Travel Orders (BTO).** DTS will be used instead of BTOs. The RDA determines the mode of travel for each TDY. All travel must be approved in advance by AFROTC/DO by submission of a AFROTC IMT 11, **Travel Request**, to AFROTC/DOR. All expenses are charged to the RDA's TDY travel budget.

38.1. The RDA is responsible for AFROTC recruiting outside the sphere of influence of individual detachments. The detachment's sphere of influence is defined as "the local area that does not require the use of per diem for travel."

38.2. Detachments can request the use of travel funds from their RDA for recruiting activities. If approved by the RDA, the cost of detachment travel is deducted from the RDA's allocation. The traveler(s) must adhere to the procedures for TDYs and travel conducted on behalf of the RDA outlined in paragraph 8.5.1.

### **39. Information Management Tools (IMT).**

39.1. Adopted. AF IMT 1206, **Nomination for Award**; AF IMT 4009, **Government Purchase Card Fund Cite Authorization**.



39.2. Prescribed. AFROTC IMT 11, **Travel Request**, AFROTC IMT 15, **Statement of Understanding for AFROTC Scholarship Presentation**, AFROTC IMT 18, **AFROTC Scholarship Presentation Checklist**, AFROTC IMT 19, **RDA Review of Unit Recruiting Plan**. AFROTC IMT 302, **AFROTC Certificate of Recognition**.

STEVEN E. WAYNE  
Colonel, USAF  
Commander, Air Force ROTC

## ★ Attachment 1

**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

National Recruiting Strategy

AFI 36-2013, *Officer Training School and Airman Commissioning Programs*

AFI 64-117, *Air Force Government-Wide Purchase Card (GPC) Program*

AFOATSI 24-101, *AFROTC Transportation Procedures*

AFOATSI 35-101, *AFOATS Public Affairs Program*

AFOATSI 36-2001, *AFJROTC Officer Training Corps*

AFROTCI 36-2011, *Administration of Senior AFROTC Cadets*

AFROTCI 36-2013, *AFROTC POC, Pilot and Navigator Allocations Management*

AFROTCI 36-2019, *AFROTC Scholarship Programs*

Title 10 U. S. C. 503

ALO Handbook

CSP Detachment Guide

***Abbreviations and Acronyms***

**A&P** – Advertising and Promotion

**ACT** – American College Test

**AETC** – Air Education and Training Command

**AFJROTC** – Air Force Junior Reserve Officer Training Corps

**AFOC** – Air Force Opportunity Center

**AFOATS** – Air Force Officer Accession and Training Schools

**AFROTC** – Air Force Reserve Officer Training Corps

**AFROTC/DOR** – Recruiting Branch

**AFROTC/RR** – Registrar Division

**AFRS** – Air Force Recruiting Service

**ALO** – Admissions Liaison Officer

**AOR** – Area of Responsibility

**BRM** – Business Reply Mail

**BTO** – Blanket Travel Orders

**COI** – Center of Influence

**CSP** – College Scholarship Program

**DAPS** – Documentation Automation & Production Service

**DORA** – Advertising and Marketing Section

**DORR - Regional Recruiting Operations Section**

**DORT** – Target Recruiting Section

**DOR** – Regional Recruiting Branch

**GPC** – Government Purchase Card

**GTC** – Government Travel Card

**GSA** – General Service Administration

**LOD** – Liaison Officer Director

**NRS** – National Recruiting Strategy

**O&M** – Operation and Maintenance

**POC-ERP** – Professional Officer Course-Early Release Program

**POV** – Privately Owned Vehicle

**PSA** – Public Service Announcement

**RDA** – Regional Director of Admissions

**SAT** – Scholastic Aptitude Test

**SAV** – Staff Assist Visit

**TDY** – Temporary Duty

**UAO** – Unit Admissions Officer

**USAFA** – United States Air Force Academy

*Terms*

**Admissions Liaison Officer (ALO)** – An Air Force active duty, Air Force Reserve, Air National Guard, or retired officer who provides counseling information and guidance to high school students, civilian educators, and other civilians concerning the USAFA admissions, AFROTC programs and other Air Force enlistment and commissioning programs. The ALO program is administered and managed by the USAFA Director of Admissions in coordination with AFROTC. All Regional Directors of Admissions (RDA) are trained as ALOs and recruit for the USAFA and AFROTC.

**Advertising and Promotion (A&P)** – A national or local effort to convince students to enroll in AFROTC and inform student influencers about AFROTC programs by means of public service announcements, presentations before interested groups, and participation in various civic functions. Various print or audio-visual media are provided for recruiting personnel through AFROTC/DOR, Air Force Recruiting Service (AFRS), RDAs and host institutions. Serves as recruiting team director for one of the four AFROTC regional recruiting teams located at AFROTC Recruiting Branch (DOR). Responsible for directing recruiting activities with prospective AFROTC cadets. Establishes and conducts recruiting operations at college fairs and other required recruiting events. Maintains on-going relations with host universities or geographically separated units. RDAs located at eight field locations serve as regional recruiting team members with additional duties as required.

**Contact** – An individual who has requested information about AFROTC or USAFA.

**Detachment Recruiting Objectives** – Targets are established each year and forwarded to detachments. These targets are based on past officer production and the available market. Detachment recruiting should encompass actions needed to meet the recruiting objectives.

**Detachment Recruiting Plan** – A document prepared by each UAO to guide annual recruiting and retention activities.

**Lead** – An individual who has provided biographical or qualification data and has been entered into a Lead Management System.

**Liaison Officer Director (LOD)** – An admissions liaison officer designated to supervise and coordinate ALO activities within a specific region. Maintains close working relationships with local congressional offices, educators, RDAs, and detachment commanders.



**Regional Director of Admissions (RDA)** – An active duty Air Force officer who conducts a coordinated regional recruiting program under the supervision of AFROTC/DOR. This officer is responsible for a specific geographical region and serves to expand recruiting contacts beyond the capabilities of unit personnel. This officer is responsible for all recruiting activities including those of Unit Admissions Officers (UAO) in the prescribed recruiting area.

**Recruiting Market** – Categories of qualified students who are potential candidates for AFROTC enrollment. The market includes high school and college students, and enlisted members who want to attend college and receive an Air Force commission.

**Unit Admissions Officer (UAO)** – An officer at an AFROTC detachment assigned specific responsibility for directing local and on-campus recruiting activities.

## Attachment 2

AFROTC IMT 302, CERTIFICATE OF RECOGNITION,  
WITH SCHOLARSHIP OVERPRINT

	
<b>AIR FORCE RESERVE OFFICER TRAINING CORPS</b>	
<b>AIR EDUCATION AND TRAINING COMMAND</b>	
This is to certify that	
<b>John M. Smith</b>	
is awarded this	
<b>CERTIFICATE IN RECOGNITION</b>	
for selection as an Air Force scholarship recipient. This scholarship is awarded on a competitive and highly selective basis as a result of meritorious achievement in academic studies and extracurricular activities, and for demonstrating a desire to serve I the United States Air Force	
<hr/>	
(SIGNATURE REQUIRED)	
(SIGNATURE BLOCK REQUIRED)	
AFROTC IMT 302, 20040901, V1	
Exception to AETC Form 109 approved by AETC/SCMVP 20040723 "	
This replaces AFOTATS Form 302, 20000710, which is obsolete.	

## ★ Attachment 3

# **SAMPLE AFROTC IMT 15, STATEMENT OF UNDERSTANDING FOR AFROTC SCHOLARSHIP PRESENTATION**

STATEMENT OF UNDERSTANDING FOR AFROTC SCHOLARSHIP PRESENTATION	
<p>I, <u>Dorothy J. Samuel</u> acknowledge and understand this presentation is for an AFROTC scholarship offer. This offer is contingent upon successful completion of various items before the scholarship can be activated. These items include, but are not limited to:</p> <ol style="list-style-type: none"> <li>1. Successful completion of a Department of Defense Medical Examination Review Board (DODMERB) physical. This scholarship offer presentation is not connected with your medical evaluation by DODMERB and does not imply that you are medically qualified.</li> <li>2. Acceptance and full time enrollment at an approved AFROTC host or cross-town school in the designated major. Other academic requirements apply. These will be briefed in detail at your AFROTC Unit. In addition, if you are a 3-year scholarship designee, you have special academic requirements during your freshman year that will be briefed at your AFROTC Unit.</li> <li>3. The Checklist of Required Actions contained in this package provides detailed information about the scholarship acceptance/activation process. You must read this document thoroughly and adhere to its requirements.</li> </ol> <p>Signature of Designee: _____ Date: _____</p>	
AWARDS CEREMONY INFORMATION	
<p>Ceremony Date: <u>20050530</u> Time: <u>1900 PM</u> ( AM / PM )</p> <p>Ceremony Location: <u>Hometown High School Auditorium 2</u></p> <p>City: <u>Somewhere Town</u> State: <u>NY</u> Zip: <u>44444</u></p> <p>Counselor Name: <u>GLORIA L. LAWSON</u> Phone Number: <u>(555) 111-2222</u></p> <p>Counselor's Signature: _____ Date: _____</p> <p><i>(The high school counselor must sign above to indicate approval for presentation of the AFROTC scholarship offer at the high school awards ceremony by an Air Force representative)</i></p> <p align="center"><b>Note: The information above must be completely filled out and signed prior to the scholarship presentation</b></p>	
----- Air Force Use Below Line -----	
<p>Name/Rank of Air Force Presenter: <u>CAPT ZACHARY L. LAWSON</u></p> <p>Air Force Presenter's Organization: <u>DET 000, ORIGIANL STATE UNIVERSITY, HERETOWN, OH 528637</u></p>	

## ★ Attachment 4

# SAMPLE AFROTC IMT 18, AFROTC SCHOLARSHIP PRESENTATION CHECKLIST

AFROTC SCHOLARSHIP PRESENTATION CHECKLIST	
This IMT contains personal information protected by the Privacy Act of 1974. The IMT will be safeguarded from unauthorized disclosure and will be disposed of according to AFI 33-332.	
Student Name: <u>Kournie RayLynn Young</u>	Telephone Number: <u>(111) 222-3333</u>
High School POC: <u>Mr. Marc A. Kelly</u>	Telephone Number: <u>(111) 333-4444</u>
<div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> 1. Download student information from Scholarship Presentation Roster located on AFOATS Restricted web site under AFROTC/Operations/Recruiting.         </div> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> 2. Contact student and/or school counselor to verify ceremony details and resolve any last minute issues.         </div> <div style="margin-bottom: 10px;"> <p style="font-size: x-small; margin: 0;"><b>IMPORTANT! READ THIS STATEMENT TO THE STUDENT AND OR PARENTS:</b> The AFROTC scholarship is a tentative offer. Presenting this scholarship certificate in no way guarantees the scholarship will be activated. Scholarship activation depends on you, or your son/daughter, successfully passing a <u>DODMERB physical</u> and completing all administrative and academic requirements.</p> </div> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> 3. Download AFROTC IMT 302 and Registrar Signature overlay from AFOATS Restricted web site. Type in the awardee's name on the AFROTC IMT 302 (ensure the spelling is correct) and paste overlay containing Registrar's signature directly onto the IMT before making final copy.         </div> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> 4. Forward completed AFROTC IMT 302 with presentation folder/binder and presentation speech to the individual who will make the presentation.         </div> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> 5. Attend the presentation program. <u>Be early, use the speech provided</u>, and, if at all possible, remain until a break or the program is over.         </div> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> 6. Record all actions taken. If applicable, please record why the scholarship certificate was not presented. Mailing certificates to individuals who do not want the certificate presented is authorized. Make a record of those schools that would not allow an AFROTC representative to attend.         </div> <div style="margin-bottom: 10px;"> <p style="font-size: x-small; margin: 0;">Please complete all steps and return this checklist to the supporting RDA in the provided mailback envelope. A checklist should be completed for each individual scholarship recipient listed on the presentation roster.</p> </div> <div style="margin-bottom: 10px;"> <p style="text-align: center; font-size: x-small; margin: 0;"><i>Thank you in advance for your hard work and dedication to the Air Force recruiting mission!</i></p> </div> <div style="margin-bottom: 10px;"> <p style="font-size: x-small; margin: 0;">Signature of Presenter: _____</p> </div> <div style="margin-bottom: 10px;"> <p style="font-size: x-small; margin: 0;">Signature Block of Presenter: <u>1st Lt Decory M. Talton Jr., Det 000, Unit Admissions Officer</u></p> </div> <div style="margin-bottom: 10px;"> <p style="font-size: x-small; margin: 0;">Comments:</p> <p style="margin: 0;">Det 000 UAO, presenting award for SW Region RDA</p> </div>	



**Attachment 5****SAMPLE SCHOLARSHIP PRESENTATION SPEECH**

It is a pleasure for me to be here today to represent the United States Air Force and to present this Air Force ROTC scholarship offer. The competition was especially tough this year. Approximately 17,000 high school seniors from across the United States applied for the scholarship slots available. We are extremely selective in awarding scholarships. This student is joining a very special and select group of young adults.

The majority of Air Force ROTC scholarships covers full college tuition, provides a textbook allowance and pays most laboratory or incidental fees. In addition to this, a \$250 tax-free monthly allowance is paid to each scholarship winner during the academic year and this amount will increase to \$400 by his or her senior year. The estimated value of a scholarship may exceed \$100,000, depending on the student's choice of school and the type of scholarship offered. The end result of an Air Force ROTC scholarship is an officer's commission in the United States Air Force.

On behalf of Brigadier General Ronnie D. Hawkins, Jr., Commander, United States Air Force Officer Accession & Training Schools, I would like to extend a hearty congratulations and this Certificate of Recognition to:

(read name from certificate)

## ★ Attachment 6

## DETACHMENT RECRUITING PLAN TEMPLATE



***AFROTC DET XXX***  
***University of Wherever (UW)***

# UNIT RECRUITING PLAN

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1 Aug 0X - 31 Jul 0X

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OPR: AFROTC Det XXX/UAO (Capt Joe Recruiter)  
REF: AFROTCI 36-2005, Nov 2004  
Date: 30 Apr XX

## RECORD OF REVIEWS

### PROFESSOR OF AEROSPACE STUDIES

I have reviewed and approved this Unit Recruiting Plan on \_\_\_\_\_.  
(date)

*JOHN Q. PUBLIC*, Colonel, USAF  
Commander

### UNIT ADMISSIONS OFFICER (UAO)

I have reviewed and approved this Unit Recruiting Plan on \_\_\_\_\_.  
(date)

*Joe Recruiter*

JOE RECRUITER, Capt, USAF  
UAO

(Note: All items specified in Section D of AFROTCI 36-2005 are mandatory. Each Detachment may modify the optional Headings and Figures or add data as needed.)

## SECTION I

### General Summary

#### Overview

Briefly describe the unit market and any major limitations in the recruiting environment and any recruiting challenges. The purpose of this recruiting plan is to outline the recruiting program at Detachment XXX.

#### Area Coverage

Our detachment's AOR covers approximately XX,XXX square miles. The area includes postal zip codes: 123XX-45XX. Our area includes XXX high schools, XX junior colleges and XX 4-year universities. (*Best Practice: A map of our area of responsibility is shown on Attachment #3*)

## SECTION II

### Detachment AYXX-XX Objectives

#### Objectives

To support viable production levels of XX commissionees or more per fiscal year, we must recruit and retain a specific number of cadets in each class, as shown in Figure 2.1 below.

Class	Cadets	Class	Cadets	
AS100	XX	AS300	XX	Fig 2.1
AS200	XX	AS400	XX	

Figure 2.2 depicts our historical and projected report-to-field training goals.

	2001	2002	2003	2004	2005	2006	2007
<b>AS200 Class Size</b>	XX	XX	XX	XX	XX	XX	XX
<b>Report to Field Training Goal</b>	XX	XX	XX	XX	XX	XX	XX
<b>Applied</b>	XX	XX	XX	XX	XX	XX	XX
<b>Selected</b>	XX	XX	XX	XX	XX	XX	XX
<b>Reported to FTU</b>	XX	XX	XX	XX	XX	XX	XX

Fig 2.2

### SECTION III

## Target Markets

This section identifies where we need to focus our recruiting efforts while expecting a reasonable return on our time investment. Describe recruiting successes, lessons learned and the history of providing quality AFROTC cadets from each source. Give continuity information of repeating successful activities (*sample paragraph*).

### Refined Population for Host University

Figure 3.1 shows total undergraduate population based on 200X enrollment.

	AFRICAN AMERICAN	HISPANIC	NATIVE AMERICAN	ENGINEERS	SCIENCE/TECH.	NURSE	OTHER	TOTAL
<b>MALE</b>	XX	XX	XX	XX	XX	XX	XX	XX
<b>FEMALE</b>	XX	XX	XX	XX	XX	XX	XX	XX
<b>TOTAL</b>	XX	XX	XX	XX	XX	XX	XX	XX

Fig 3.1

### Refined Population for Cross-town Schools

Our cross-town schools offer technical academic majors we normally seek, such as math, physics, engineering, and computer science. Figure 3.2 shows the refined cross-town and consortium populations for each of our cross-town schools (*sample paragraph*).

	AFRICAN AMERICAN	HISPANIC	NATIVE AMERICAN	ENGINEERS	SCIENCE/TECH.	NURSE	OTHER	TOTAL
<b>MALE</b>	XX	XX	XX	XX	XX	XX	XX	XX
<b>FEMALE</b>	XX	XX	XX	XX	XX	XX	XX	XX
<b>TOTAL</b>	XX	XX	XX	XX	XX	XX	XX	XX

Fig 3.2

*(Include a table for each cross-town school)*

### **Detachment XXX high school market**

Figure 3.3 indicates the top 10 feeder high schools for our Air Force ROTC program based on AYXX-XX cadet enrollment and the qualified AFROTC cadets currently attending the university (*sample paragraph*).

HIGH SCHOOL	CADETS
Beuler High	XX

**Fig 3.3**

*(Include all top 10 feeder high schools in the table)*

### **UW high school market**

Figure 3.4 indicates the top 10 feeder high schools for UW based on first-time college enrollment. Although not all of our cadets came from these schools, these represent prime recruiting sources for our program (*sample paragraph*).

HIGH SCHOOL	UW STUDENTS
Beaumont High	XXX

**Fig 3.4**

*(Include a table for each cross-town school)*

### **UW junior college market**

Figure 3.5 indicates the primary feeder junior colleges for UW.

JUNIOR COLLEGE	LOCATION
Prepare University	Some Place

**Fig 3.5**

*(Include a row for each primary feeder junior college)*

### **Transfer student market**

Figure 3.6 indicates the top 5 feeder colleges and universities for the UW.

COLLEGE	UW STUDENTS
Next Step College	XXX

**Fig 3.6**

*(Include a row for each feeder college and university)*

### **Minority high school market**

Figure 3.7 indicates the top 10 UW minority feeder high schools.

HIGH SCHOOL	STUDENTS
Aim High	XXX

**Fig 3.7**

*(Include a row for each feeder high school)*

### **Military Installations**

Our support base is Eagle Air Force Base (EAFB), in Wherever, State. Driving distance is XXX miles. Our point of contact is Mrs. Civilian, (XXX) XXX-XXXX.

## **SECTION IV**

# **TIME PHASED LIST OF EVENTS**

The following is our calendar of recruiting and retention events, listed by month.  
MONTH 2004 (REQUIRED FORMAT)

### **RECRUITING** **REMARKS**

Begin scheduling college fairs (example)

Establish and train cadet recruiting team (example)

### **RETENTION** **REMARKS**

Begin planning fall base visit (example)

Choose cadets for CAP program (example)

*(Note: Plan events for a 12-month cycle. Continue other months using the same format as above)*

## **Attachment 1**

# **Points of Contact**

INSTITUTION	CONTACT	PHONE/E-MAIL	ADDRESS
<b>MILITARY</b>			
RDA, LOD, Base Ed Office, etc.			
<b>CIVILIAN</b>			
University of Wherever Admissions			

*(Include a row for each military and civilian POC)*

**Attachment 2****Detailed Market Analysis**

*(Should be kept in unit files; may be included here as an attachment)*

**Attachment 3****Zip code AOR map**



## ★ Attachment 7

### SAMPLE AFROTC IMT 19, RDA REVIEW OF UNIT RECRUITING PLAN (IAW AFROTCI 36-2005)

RDA REVIEW OF UNIT RECRUITING PLAN (IAW AFROTCI 36-2005)			
Det # 0000		UAO: Capt Marc A. Kelly	
Review Date: 20051225		RDA: Maj Kourtne R. Young	
REQUIREMENT	Y	N	REMARKS
1. Does plan cover time period of 1 Aug to 31 Jul?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UAO came in summer, this is 6-month eval
2. Did the Det/CC review and sign the Record of Review page?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3. Does the plan include a general summary describing the recruiting environment and significant recruiting challenges?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4. Does the plan include unit recruiting objectives:			
a. For the upcoming academic year?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. For a three-year projection?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
c. Including areas of emphasis IAW target areas (such as Tier 1, nursing, minorities) and the Detachment's unique market?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Tier 1 was emphasized very well
5. Does the plan address the target market available to meet local recruiting objectives by:			
a. Listing market resources by category and production value (host university, cross-towns, AF bases and feeder school)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Describing recruiting successes, lessons learned and the history of providing quality cadets from each source?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	This is Det's 1st year b/c they are new
c. Giving continuity information for repeating successful activities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Information from other Det's were included for starters
6. Does the plan include a comprehensive time-phased list of events?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7. Does the time-phased list of events include:			
a. Direct mail or e-mail activities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Public events and programs?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
c. Joint service events (if applicable)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	With Army's Event
d. Advertising campaigns?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
e. Student orientation?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
f. CO's/college fairs?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8. Does the plan include a Point of Contact attachment including RDA, LOD, Base Ed Office, Admission Offices, Financial Aid Office and Orient Coord.?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Missing Financial Aid Info
9. Does the plan include a detailed market analysis (should be kept in unit files; may be included in plan as an attachment)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10. Does the plan reflect the uses of "critical path" recruiting principles outlined in the AFROTC National Recruiting Strategy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
11. Does the plan follow the required format IAW AFROTCI 36-2005?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Comments: This was the UAO's first eval, and overall it was above average.			

## ★ Attachment 8

## SAMPLE AFROTC IMT 11, TRAVEL REQUEST

TRAVEL REQUEST			
<b>PRIVACY ACT STATEMENT</b> AUTHORITY: 5 U. S. C. 5701, 5702, and E. O. 9397. PURPOSE: Used for reviewing, approving, constructing orders, and accounting for official travel. SSN is used to maintain a numerical identification system for individual travelers. ROUTINE USE: None. DISCLOSURE: Voluntary; however failure to provide the requested information may delay or preclude timely authorization of travel request.			
1. TYPE OF TRAVEL <input type="checkbox"/> VICINITY MILEAGE <input checked="" type="checkbox"/> TDY	2. TRAVELER (Rank, Last, First, MI) CAPT KOURTNIE R. YOUNG		3. SSN 111-22-3333
4. ORGANIZATION/OFFICE SYMBOL AFROTC/UAO		5. OFFICIAL DUTY STATION (Det #, Base or City, State, & Zip Code) DET 000, SAMPLETOWN, NY 55555	
6. E-MAIL ADDRESS(S) KOURTNIE.YOUNG@SAMPLEBASE.AF.MIL & KOURTNIE.YOUNG@HOME.COM			7. SECURITY CLEARANCE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
8. UNIT PHONE NUMBER DSN: 444 3332 COMM: (222) 333-3332	9. FAX NUMBER 444 5555 (222) 333-5555	10. PURPOSE OF TDY <input checked="" type="checkbox"/> Site Visit <input type="checkbox"/> Information Meeting <input type="checkbox"/> Training Attendance <input type="checkbox"/> Speech/Presentation <input type="checkbox"/> Conference Attendance <input type="checkbox"/> Entitlement Travel For: (i.e., SAV, Conference Name) 1ST QTR SAV, UAO & COC CONFERENCES	
11. PROCEED DATE (on or about) 20051225	12. NUMBER OF DAYS TDY 6	13. DESTINATION(S) (Base or City, State, and Zip Code) VACATION TOWN (SAMPLE AFB), TX 44444	
14. POINT OF CONTACT (Name and Contact Number) MARC AARON KELLY, (888) 111-2222			
15. MODE OF TRANSPORTATION (Check All Applicable) <input checked="" type="checkbox"/> Comm Air <input type="checkbox"/> GOV <input checked="" type="checkbox"/> Rental Car <input type="checkbox"/> POV <input type="checkbox"/> OTHER (Specify) _____			
16. IF POV OR VICINITY MILEAGE		ESTIMATED MILEAGE (Round Trip) 600	
		ESTIMATED CLAIM AMOUNT (# of Miles X 0.485) \$291.00	
17. AIR TICKET PURCHASED THROUGH: <input checked="" type="checkbox"/> DTS <input type="checkbox"/> SATO <input type="checkbox"/> OTHER (Specify) _____  IF SATO OR OTHER: LOCAL TRAVEL AGENT Used SATO for part of trip  TOTAL AIRFARE \$1001.00 TRAVEL AGENT FEE(S) \$19.50  COMM AIR & FLIGHT # 1142/8692 DESTINATION ARRIVAL TIME 0800 DESTINATION DEPARTURE TIME 2200			
18. RENTAL CAR REQUESTED <input type="checkbox"/> YES <input type="checkbox"/> NO IF YES, DAILY RATE \$54.00			
19. TOTAL PER DIEM (Check All Applicable) LODGING: <input type="checkbox"/> ON BASE <input checked="" type="checkbox"/> OFF BASE MAX DAILY RATE \$85.00 MEALS DIRECTED: <input checked="" type="checkbox"/> ALL & RATE \$75.00 <input type="checkbox"/> SOME & RATE _____ <input type="checkbox"/> NONE			
20. OTHER EXPENSE(S) DESCRIPTION AND COST (i.e., Fees, Parking, Tips) Hotel Internet Usage Fee-\$50 (10/night), Hotel Tax - \$20 (4/night), Extra/overweight Luggage-\$18.00 = Total 88.00			
21. GOVERNMENT TRAVEL CARD <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO IF NO, IS CASH ADVANCE NEEDED Maybe AMOUNT REQUESTED \$1001.00			
22. LEAVE REQUESTED IN CONJUNCTION WITH TDY # OF DAYS AUTHORIZED 6 EMERGENCY PHONE # (444) 555-8888			
23. LEAVE ADDRESS INFORMATION STREET, GONE HOME, CA 33333			
TYPED RANK, NAME & OFFICE SYMBOL LT COL ISAAH M. CHANDLER HQAFROTC/DORO			
AUTHORIZING OFFICIAL COL DECORY M. TALTON HQAFROTC/DO		INITIAL/DATE	TRAVELER'S SIGNATURE MAJ TAMMY L. TURNER SE REGION RDA
APPROVING OFFICIAL		INITIAL/DATE	COORDINATOR (Optional) DATE

AFROTC IMT 11, 20051201, V1

★ Attachment 9

MONTHLY ACTIVITY REPORT (MAR) TEMPLATE

XX XXX XX

MEMORANDUM FOR AFROTC/DOR

FROM: AFROTC RDA XX-X

SUBJECT: RDA Report for (XXX 200X)

1. Senior ROTC Detachments Activity and Enrollment Statistics:

- a. Det XXX
- b. Det YYY
- c. Det ZZZ

2. College Scholarship Program (CSP):

3. Admission Liaison Officer:

4. Enlisted Accession Recruiter Activities:

5. General Activities:

6. Problem Areas:

*//Signed//*

JOHN Q. ROBERTSON, Major, USAF  
Recruiter Coordinator, XX-X